

In the Claims:

Please rewrite claims 1, 3, 7, 8, 10, 12 and 16 as set forth below in clean form.  
Additionally, in accordance with 37 CFR 1.121(c)(1)(ii), amended claims 1, 3, 7, 8, 10, 12 and 16 are set forth in a marked-up version in the pages attached to this Amendment.

4.11  
1. (amended) An information processing system comprising:  
an information providing medium that stores information in an electromagnetic or optical manner, the information providing medium being attached to an entity in order to provide information associated with the entity;  
a hand held terminal device having an information read function for reading said information from said information providing medium in an electromagnetic or optical manner and recording the information therein; and  
an information processing unit for retrieving said information recorded in said hand held terminal device and processing the information therein;  
wherein said information providing medium is inconspicuously attached to the entity.

4.13  
3. (amended) An information processing system as claimed in claim 1, wherein said information processing unit is adapted to discriminate whether the information read from said hand held terminal device is genuiness or counterfeit.

4.14  
7. (amended) An information processing system as claimed in claim 1, wherein said hand held terminal device is at least a hand held cellular phone having said information read function.

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8. (amended) A hand held cellular phone for reading information from an information providing medium inconspicuously attached to an entity, said hand held cellular phone comprising:

a telephone function;

information read means for reading information associated with said entity from said inconspicuously attached information providing medium; and

non-volatile storage means for storing information read from said information read means.

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10. (amended) An information processing method comprising:

inconspicuously attaching an information providing medium that stores information in an electromagnetic or optical manner to an article or material, the information providing medium providing information associated with the article or material; and

reading said information from said information providing medium in an electromagnetic or optical manner and recording the information, followed by reading and processing said recorded information.

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12. (amended) An information processing method as claimed in claim 11, wherein said hand held terminal device is a hand held cellular phone having said information read function.

4/7  
16. (amended) An information processing method as claimed in claim 10, wherein a commodity selling system applied to a commodity concerning said commodity is constructed, the commodity selling system providing the electronic information content associated with said commodity.

Please insert new claim 20 as follows:

4/8  
20. (New) An information processing system comprising: